FRANK SIMPSON. PRANK S. GROVES,
Atty-at-Law and Notary Public. SIMPSON & GROVES. REAL ESTATE AND LOAN BROKERS
Room No. 1, Shiedley Building, corner St.
and Main streets, Kansas City, Mo.,—ove
Traders' Bank. Larayette county business so
lighted.

MEDICAL. DR. G. W. YOUNG, PHYSICIAN AND SURGEON; office and residence on Oak (College) and South streets feblu

DR. P. H. CHAMBERS. HYSICIAN & SURGEON, office opposite operations, over Grahum & Morrison's store sitience: Over Philip Keller's cio thing store attence: Opp. City Hotel. jani76-ly. H. R. VAUGHAN, D. D. S. HASSELL. Odice over Kriehn Meyer's Shoe Store. Main street, sington, Missouri. mloif

DR. J. W. MENG, SEON DENTIST, office opposite courthouse, up stairs, Lexing-BANKS.

Morrison - Wentworth Bank, LEXINGTON, MO. WILL do a general Banking business; buying and selling Bonds, Gold and Exchange. Beposits received, collections made and prompty remitted for at current rates of exchange.

Tatablished 1845. Incorporated 1870 under the

LAFAYETTE COUNTY BANK LEXINGTON, MISSOURI. Does a General Banking Business. Deposits received. Domestic and foreign exchange for sale. Collections made. Individuals, firms or corporations keeping accounts with this bank can depend on getting their accommodations at lowest rates.

BANK OF HIGGINSVILLE. CAPITAL STOCK, \$30,000. J. CORDER, CHAS. HOEFER, President. DIRECTORS:

J. CORDER. CHAS. HOEFER,
C. F. BURHNER, J. M. ARMENTROUT,
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Do a general Banking Business in Loans,
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FARMERS' BANK OF CORDER CAPITAL STOCK \$15,000. J. GROVES, Pres. W. J. LIESER, Cashie

OHN PRICE, W. HARRISON, DICKSON, FARMERS'BANK

OF ODESSA. Does a General Banking Business. Liberal accommodations to regular customers.

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THEO. BATES,
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ALVIN KENSLER.
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C. N. BEALE,
GEORGE W. OSBORN. nov17y1

CENTRAL FEMALE COLLEGE, LEXINGTON, MO.

NEXT session opens THURS-DAY, SEPTEMBER 67H, 1883. Course of instruction is thorough.
The building is large and commodious, and all the rooms are supplied with gas. Besides the regular Literary course the college offers superior advantages 14 Ancient and Modern Languages, Music, Painting and Drawing. Experienced teachers nevery department. Terms reasonable.
For estalogue, containing but

BAPTIST FEMALE COLLEGE LEXINGTON, MO.

risnced teachers, distinguished for signal ability in their several departments, and for the habitual exercise of refining Christian influence over the young ladies of our school family. Our established reputation for efficient, kindly oversight of boarding pupils, for wholesome discipline in both classroom and school home, and for thorough instruction in all departments, chall only stimulate us to enhance these excellencies increased facilities have been provided by the erection, last fail, of another wing with an attractive studio, and by recent addition to our supply of superior Steinway pianos. Unusual salvantages in music and art are clearly indicated by our enrollment the past session of liftyone pupils in drawing and painting, and ninetyd by our enrollment the past session of ne pupils in drawing and painting, and ni alse in vocal and instrumental music. For catalogue or special information, address laly 28 ING F LANNEAU President.

WENTWORTH MALE ACADEMY

Lexington, :: Mo.

CHOOL for Boys and Young Men.

Military discipline. Building large and well constructed and well ventilated. Boarding pupils under the immediate supervision of teachers, both in school and in bounding department. Courses of study suitable both ose destring to lay a good foundation for llegists education, and for those who want actical business education Non-sectarian but under Christian influence. cond Term of Fourth annual session begins onday, January 21, 1884

C. G. LUD WIGS,

WATCHMAKER² JEWELER

Upposite City Hotel.

DOMESTIC,

SINGER. WHITE, ST. JOHN,

NEW VICTOR, ELDREDGE,

SEWING MACHINES NEEDLES AND SUPPLIES.

WALL PAPER,

Lexington

Weekly

Intelligencer.

VOL. 14.

LEXINGTON, MISSOURI, SATURDAY, MAY 31, 1884.

Mo. P. R. R. Time Table.

Morning (fain west makes all western con-sections at Kansas City. By h passenger trains nake all connections to and from St. Louis.

Wabash St. Louis & Pacific R. R.

LEAVE LEXINGTON Frains for both East and West 6 50 P

ARRIVEAT LEXINGTON

Chicago & Alton R. R.

Trains marked * will not stop.
Trains marked † will stop on signal.
Local freights run daily except Sunday.

trains daily.

We keep a full line of through tick ts to all principal points in the United States and Canada at lowest rales. Also through checks.

R. P. PRICE, Agent, at Higginsville.
FRANK G. ADAMS, Agent, at Odessa.

Lost-A Boom-

[From the Cincinnati Times-Star]

He slowly walked along the street, A man with a despondent air; His eyes cast down toward his feet, As if in quest of something there.

And as this melancholy man Pursued his measured, solemn pace, The passers by would pause and scan The anxious look upon his face.

The Early Fly.

Peace, buzzing harbinger of balmy spring!
Gyrations devious
Can only cripple the rheumatic wing,
Or leave thee but a poor frust-buten thing.
Thou art too previous.

Wait, till our flesh be cooked to suit thy faste, Lest thou regret it. Forbear this greedy and unseemly haste; Thour't out of season, wanton and unchaste. And don't forget it!

Wait, fell destroyer of our slumber sweet, Till by and by; Till summer stirs our blood to fever heat. And frenzy trails from thy persistent lect, Thou art too fly!

This Life is What We Make it.

(From the Boston Transcript.

Let's oftener talk of noble deeds,
And rarer of the bad ones,
And sing about our happy days.
And not about the sad ones,
We were not made to fret and sigh,
And when grief sleeps to wake it,
Bright happiness is standing by—
This life is what we make it.

Let's find the sunny side of men,
Or be believers in it;
A iisht there is in every soul
That takes the pains to win it.
Oh! there's a slumbering good in all,
And we perchance may wake it;
Our bands contain the stagic wand;
This life to what we make it.

Then here's to those whose loving hearts Shed light and joy about them! Thanks be to them for countless gems We ne'er had known without them. Oh! this would be a happy world: To all who may partake it; The fault's our own if it is not— This life is what we make it.

'Twixt May and June.

[From Good Words. I

Here let us rest and sing,
While the warm breezes blow
O'er gunlit pastures gay with all the flowers of
Spring,
Where dappled herds all day a-grazing go,
Or lie in shadow where the boughs hang low

No charm is overblown.
Ah, prither stay thy sands, thy golden saude, old Time!
Pass on to wher lands, till our young birds are flown.
Leave us and joy a little white alone!

ld traitor, thou caust erecp as slow as a studi studi If a poor beart doth weep, or passing bell king for some vanished hope, the func

Now when our souls are tain With longing as we driek the Summer hour

The Doll's Wedding.

I'm 'vited to the wed-ting,

And have to make a dress; I want a rot of 'tus on,

A hundred yards, I guess— I think I'll make it "Process," I couldn't wear it plan— It's very fashiouable To have a pleated train.

It's Rosa Burdock's Wedding

To-morrow, just at three, In Mamie Turnbulls garden,

Under the apple-tree. The bridegroom's Col. Bracebridge

We've got to pick some dandrlines,
To make a chain and rh g —
Louise will play the jews-harp,
And May'm and I will sing;
We'll have to say the 'sponses—
They couldn't if they tried—
But Rosa is so el'gant,
She'll make a lovely bride.

We'll have to stand the Colonel

We'll have to stand the Colonel
Against a piece of board,
Or maybe he can stand up
By leading on his sword,
Come, now, this is to-morrow,
Lets get our his and shawis,
Fring Jane and fattle Zephyrine,
And all the other dollo.

He wears a sword and plun show that he's a soldier— his stylish, I presume

he year's in its prime

What does thy haste avail, When all for once g. ca well Old traitor, thou caust cree

icant us a brief delay

C. B. RUSSELL, Agt. At Lexington.

Passenger Local Freight

| Rust | West | East | West | 9:21 am | 6:12 am | 9:65 pm | 5:25 am | 9:25 pm | 6:35 pm | 9:12 am | 6:20 am |

Passenger.

allyille.

Page City.

1884

ANNOUNCEMENT!

GRAND OPENING!

SPRING AND SUMMER

We are pleased to announce that our Spring and Summer tyles for 1884 are now open for the inspection of the public. Our new stock consists of a large and varied assortment of the lewest and Best in Seasonable Goods, embracing all the Latest lovelties and Standard Grades as well.

We claim for our stock General Excellence in Quality and Style, Immense Variety, and a scale of Prices which will be ound Extremely Low.

DRY GOO DSin Styles, Patterns and Qualities to suit all

DRESS GOODS and DOMESTICS, New and Neat, at your wn price almost—very low, any way!

Another thing, do not fail to see our fine stock of NOTIONS Elegant Styles. Very Large Stock.

OUR NEW SPRING GOODS are most desirable, and our

Our stock of WALL PAPER and CEILING DECORATIONS

are the Largest and Finest ever offered in the city.

rices always right.

Our stock of Carpets, Oil Cloths, Lace Curtains, Oil Shades Fransparent Shades, Walnut, Ebony and Brass Poles, Fancy

toods and Stationery are larger and more complete than ever.

Do not fail to call and see OUR NEW STOCK, as we offer more varied and complete line of Goods for the Spring and

Summer Trade than has ever been offered in this city.

We cordially invite one and all to call and examine Goods and get OUR Prices before buying elsewhere.

M. F. ROYLE & SON

Agents for the Bes

Sewing Machines now

made - Davis, White and

New American, No. 7

Old Machines taken in exchange for new ones.

Diamonds Remounted

pairing a Specialty.

Watch Work and Re-

Wedding Rings made

GRIMES & VENABLE.

Watches. Clocks, Fancy Coods,

to Order. AGENTS FOR THE DOMESTIC SEWING MACHINE.

WOOL WANTED!

The highest market price in cash, will be paid for Wool by

E. C. LOOMISS & Co., Grocers,

GR.UNDY YOUNG,

---DEALER IN----

No. 91 Main Street, Opposite Courthouse.

We keep constantly on hand a large and fresh stock of goods, to which we invite attention. Highest price paid, in cash or goods, for Country Produce. call and see us.

C. H. BARRON

WALL PAPER,
WINDOW SHADES,
CORNICES, BIRD CAGES,
CUTLERY, &c.

—:0:—

BEPAIRING ALSPECIALTY.

DEALER IN

Are hereby offered to at least one person in each town to set as our local aigent and corresponding to the things being about one-half its town to set as our local aigent and corresponding to the things being about one-half its town to set as our local aigent and corresponding to the things being about one-half its town to set as our local aigent and corresponding to the things being about one-half its town to set as our local aigent and corresponding to the things being about one-half its town to set as our local aigent and count of the thorn to the town to receive or th

FOR SALE.

1884. H. & F. WINKLER, Weekly Intelligencer. MANUFACTURERS OFFICIAL COUNTY PAPER. ferms, \$2 per Year, in Advance

Furniture. Would respectfully announce to the public and to the trade, that they now have their Furniture manufactory, with complete machinery, in active operation, and are roady to do at an announced.

They also bee constantly on hand, and for 63

TAIR BANISTERS. Lexington . WALNUT COFFINS, &c METALLIC AND WOODEN BU-RIAL CASES ALWAYS Kansas City Leavenworth Atchison

They respectfully askthe attention of all to the articles of their manufacture pledging themselve to sek ascheap as such articles can be bought for H. & F. WINKLES.

CEORGE

--- DEALER IN-Cooking & Heating

ALL WORK WARRANTED Prices at Bed Rock, and all Goods

Call and examine Stock and Price before purchasing elsewhere. Don't Forget the Place !- Es

FRANKLIN STREET NEAR MAIN-CROSS,

LEXINGTON, MO.

J. A. WILSON BORT, A. WILSON INSURANCE AGENCY!!

HOME INSURANCE COMPANY OF NEW YORK

PHŒNIX INSURANCE COMP') OF HARTFORD, CONN..

NIAGARA INSURANCE CO.,

ire, Tornado, Cyclone and Windstorm Insurance. Office at Lafayette County Bank.

Jc. A. Wilson & Bro., Agents; An Old Soldier's EXPERIENCE.

"Calvert, Texas, May 3, 1882.

Ayer's Cherry Pectoral

as a cough remedy.

"While with Churchill's army, just before
the battle of Vicksburg, I contracted a severe cold, which terminated in a dangerous cough. I found no relief till on our march we came to a country store, where, on asking for some remedy, I was urged to try AYER's CHERRY PECTORAL. "I did so, and was rapidly cured. Since then I have kept the PECTORAL constantly by me, for family use, and I have found it to be

an invaluable remedy for throat and lung Thousands of testimonials certify to the prompt cure of all bronchial and lung affections, by the use of AYER's CHERRY PECTORAL. Being very palatable, the youngcet children take it readily.

Dr.J.C.Ayer & Co., Lowell, Mass. Sold by all Druggists.

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itself on the s s fragrance, flavor, an Try it, and you will be a

\$2,000 A YEAR (OR MORE) AND A PERMANENT

SITUATION y. once, mentioning this paper. NAT ONAL ROOM SI, the Washington etreet, Chicago Historia, Company, Room SI, the Washington etreet, Chicago Historia, THE COUNTRY NEWSPAPER.

An Address Delivered by E. W. Stephens, Editor of the Columbia, Mo., Herald.

Before the Missouri Press Association at Springfield, Mo., Wednesday, May 21, 1884.

ALEX. A. LESUEUR, - - - - EDITOR CTHAN ALLEN, - - BUSINESS MANAGER Mr. President, Ladies and Gent'emen: W. G. MUSGROVE, - - - - PUBLISHER pose to consider the country newspa-the relations: 1. To business. 2 l'o news. 3. To opinion.

BUSINESS.

The business feature will be discussed with reference: 1. To subscription. 2. To ad-Freight.

East West 510:45 pm 5:45 pm 5:45 pm 6 25 pm 1:15 pm 7:49 pm 7:45 am 6:25 pm 1:15 pm 8:43 pm 7:53 am 6:16 am 1:40 pm 5:59 pm 7:53 am 6:16 am 1:40 pm 5:59 pm 7:40 am 6:30 am 1:10 pm 5:09 pm 7:250 pm 8:43 pm 7:250 pm 8:43 pm 7:250 pm 1:255 pm 9:25 pm 6:40 am 7:40 am 6:00 am 7:40 am 6:30 pm 7:40 pm 7:55 pm 9:28 pm 6:40 am 7:40 am 6:30 pm 7:40 pm 7:55 pm 9:28 pm 6:40 am 7:40 am 6:30 pm 7:40 pm 7:55 pm 9:28 pm 6:40 am 7:40 am 6:30 pm 7:40 tions of the county, its subscription price, if reasonable, will be no bar to its being taken by nearly all intelligent people within the range of its circulation. The increase secur-ed by a small reduction in subscription price ed by a small reduction in subscription price is generally among a class whose patronage is not valuable. A profitable patron does not withhold his subscription from a meritorious county paper in order to save a cent a week. Of course all this is not intended to apply to that large class of papers whose only merit that large class or papers whose only merit a shear page less in this

hat large class of papers whose only merits s cheapness; nor is it or anything else in this ddress applicable to city papers. DOES NOT INCREASE ADVERTISING. It is not experience that enlarged circula-From St. Louis and all points East. . . . 6 35 A a C. BEN. RUSSELL, Agent.

tion secured through reduction of subscription produces adequate increase in advertising. Mr. George P. Rowell, of New York, who has probably had greater experience in advertising in country newspapers than any other person, in a very interesting article upon this subject several years ago, stated that his observation had been that advertisers would pay more for a paper of limited circulation and high subscription price than or one whose circulation was some larger, but whose subscription price was lower. The character of readers is more of an ele-The character of readers is more of an element of value than number, and the same reader appreciates more highly, has a greater regard for its opinions, and reads more critically a paper for which he pays \$2 than one for which he pays \$1, although there may be no actual difference in merit. Upon the same principle gratuitous publications scattered throughout the country do not secure one-third the rates for the same circulation as do those which are paid for by subscribers. It is not intended to indicate here the price that should be fixed. This is something for each publisher to decide for himself. It necessarily cannot be uniform, and must be subject to the modifications occasioned by size of the

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9 :10 pm 6:42 pm

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12 :20 pm

9 :00 am *6:30 am

9 :05 pm 6:55 pm

8 :50 am 6:43 am

9 :20 pm 5:55 an

8 :50 pm 7 :77 pm

8 :33 am *6:38 am

19:02 pm 6:15 am

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12:05 am

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12:05 am

12:05 am

13:05 am

14:15 pm 8:15 pm

8 :15 pm 6:55 am

12:05 am

15:05 to the modifications occasioned by size of the paper, by competition and other incidental conditions. PREMIUMS AND CLUBS. Nor is the system, sometimes adopted, of obtaining subscriptions through premiums or lotteries or clubs a safe one for the extension of circulation. It is not a wise plan to under-take to buy people to subscribe for your pa-per. Unless it can get subscribers upon its own merits or through direct effort it will be better off without them. It is a discredit to

valuable, and who of all others should have, the benefit of reductions. It enables new subscribers—those who simply make price a consideration and whose patronage is not apt to be valuable—to obtain the paper at less rates than the old subscribers who take it in the usual way, and upon whom the publisher must chiefly rely for support, and whose long patronage certainly entitles them to precedence in benefit. The truth is the one-price system absolutely, without any chromosclubs of accessories or any kind, is the only correct one, and the only one which will win in the

and the very persons whose favor and credit are so much regarded that the paper is con-tinued to them, in a majority of cases, will use the partiality thus shown them against the paper itself. They deem it a tribute to beir superior importance and will boast of it o their less favored neighbors, who are reto their less favored neighbors, who are required to pay strictly in advance. The truth is, that an editor actually has no more authority to send a paper for two years when it has been ordered for but one than a grocer has to send a man 50 pounds of sugar when his order calls for but 25. Far less enmities are made by discontinuing than by continuing papers without authority, and if any publisher will adopt the inflexible rule of stopping all subscriptions as they expire he will discover that, in addition to giving him more sover that, in addition to giving him more ney for constant use, he will have less able with his subscribers, will not be an-

noved with mailing accounts, and in the end his subscription list will be increased. ADVERTISING. But the main revenue of the newspaper is he most careful thought and the utilization of the best methods. The publisher should of the best methods. The publisher should realize that he possesses even a higher interest in advertisements proving profitable than do patrons themselves. Hence he should study the business of each advertiser, and, as a rule, should insist on writing the advertisements himself. Not one advertiser in a hundred knows how to write an advertisement, the warts to present the attractions of his And, dreaming on the brink of heart sweet le wants to present the attractions of his business in a way that will do him the most good, but he does not know the way, and when he finds a publisher that does he seeks him. The best plan with advertisements, as with everything else, is to let them tell the truth. Avoid extravagance of statement—an almost universal faunt. Let them have sin-certy about them and not be meaningless. out contain fasts which will inform and interest the readers, such as prices and special attractions. Advertisements can really be made the most interesting feature of a paper. when they present tacks touching thougs the people want. All this requires penetration, a study of the manifold features of the various avocations of your patrons, but the trouble to obtain this knowledge and present it will be more than repaid when the patron has diserned its value through results. Avoid extravagance of display. Do not make your paper a handboll. A mild standard of display

ed, and do they stick to them? On the other hand, are they not engaged chiefly in pulling each other down, quarrelling through their columns—to use a Western business phrase, "cutting one another's throats," and generally placing themselves at the mercy and making themselves the laughing stock of the community? If they want to fight over politics and the fown pump, need they carry it.

community? If they want to fight over poli-tics and the town pump, need they carry it into their business? Is there any other branch of trade of which such folly is so generally and emphatically true? Perhaps the greatest affliction to country newspapers is the advertising agencies which infest the great cities. Finding the country press without any unity of ideas or purpose, weakened by divisions and without business standards, they have fattened off and persistently whipped it in detail from one end of the land to the other. While there are honorable exceptions, but one word, not an elegant one, fits the advertising agent. It is not presamption, arrogance, audacity. While they are all true of him the phrase that involces him is a classic one. It is "cheek," He needs no introduction to the country editor. You have all heard of him, not once, but several times a week for these many years past, and your waste-baskets are loaded with his epistles, for the advertising agent is a great letter-writer. They generally begin to bid about \$10 on the \$100 for space, which they always ask shall be the best—"top of column, next to reading matter." You write them ADVERTISING AGENCIES.

better off without them. It is a discredit to the article which you have to sell and an admission that it is not worth what you ask for it when you offer people a bonus to take it. Then, once be adopted, the plan must kept up be as it will be e-pected, and in the end will be certain to result in loss.

The clubbing system is open to many objections. It schief one is that it is a discrimination against the patrons who are most valuable, and who of all others should have, the benefit of reductions. It enables new subscribers—those who simply make price a consideration and whose patronage is not apt to be valuable—to obtain the publisher must chiefly rely for support, and whose long the distribution of the still on the \$100 for support of column, mext to reading matter." You write them is \$100. Finally, after an interminable amount of writing, they increase "the offer to \$18, which they gravely amounce is the amount they pay the Bungtown Shrieker (a contemporary of 125 circulation), and they think and close the contract, although you have announced time and again that your price for this space is \$100! What would be thought of all this sort of thing in any other business? What would you think, for instance, of a man who, having received a St. Louis firm's price list quoting a hogshead of sugar at \$100, then would proceed to open months of correspon-

meaningless phrase under the head-lines of the average country newspaper that only incredulity meets the editor who claims to make it an actual rule of business. As a fact, however, it is the only correct policy. Such is the reluctance with which the country editor parts with a subscriber and such the haunting fear that he will not get him again, that he prefers to let him continue, even at the risk of never getting a dollar for his kindness, which is the more money is lost, more enemies are mademore publishers' noses are kept at the grindstone, and less profit gained by this failure to More money is lost, more enemies are made, more publishers' noses are kept at the grind-stone, and less profit gained by this failure to discontinue subscriptions as they expire than by all other causes combined. It brings a paper into disrepute, because it is regarded by many as an effort to thrust it upon them, and the very persons whose favor and credit much to them, in a majority of cases, will use the partiality thus shown them against the partiality thus shown them against the cause itself. The cause it also because it does not patronize him will be sure, whatever the merits of his medium, to die of gangrene and starvation, for in these days the public buy nothing that its not brought to them.

NECESSITY OF ORGANIZATION. Much has been said of the necessity of or-ganization in order to protect publishers against the pirates that forage upon them and in order to put their business upon a better basis. I realize that any attempt of this as-sociation to secure the enforcement of a uni-form system of rates would be largely im-

practicable.

And yet I think that much could be effected in this direction by, say, the appointment of a committee, or, if thought better, a salaried secretary, whose business it should be to keep publishers constantly informed of the various swindling concerns that infest the land ons swindling concerns that infest the land and swindling concerns that intest the land and of getting as many publishers as possible to consent to the establishment of more uni-formity and a higher standard of rates. They could do more. They could collect facts touching actual circulation and advertising rates at present charged by every Missouri paper, and, with such data before them, could arrive at some rational standard of rates for various kinds of advertising, and report the same to this body with suggestions empody various kinds of advertising, and report the same to this body with suggestions emodying feasible plans. If we cannot thus secure uniformity of prices we can at least obtain information and strengthen organization. As it is, we have no data, no unity of purpose, no organization and none of the advantages which flow from union. I think the purpose of this organization should reach a wider range than that of social unforcements. range than that of social intercourse, and believe sensible policies may be devised

As a vehicle of news the country newspaper occupies a sphere peculiarly its own. A recognition of this fact is essential to success. In a time when the rapidity of transit and the cheapness of price place the large city week-lies within the teach of all the people it is hes within the teach of all the people it is foily for the country journal to attempt, in the elaborate and comprehensive publication of news, to enter into competition with those papers. It must choose an entirely distinc-tive department of effort. But it has a field which can no more be occupied by the city paper than it can fill the sphere belonging to the latter.

travagance of display. Do not make your paper neater and maddition to making your paper neater and more attractive, with mild standard of display.

The cessonide feature of the country paper in the end. Then classify them, to to special pains and expense to set them un in original and novel ways. Insist upon cleanging them often. Nothing kills an advertise ment like frequent repetition and long continuance, especially after it is out of season and cannot serve its purpose. Make short contracts—one, two, three and six months—never a year except for small cards if you can help it, and prefer small to large advertisements. This subject cannot be studied too closely, and yet it is not studied.

Of course every publisher is more interested in this theory of advertising than anything else. This fact, however, has led to a state of affairs that has wrough, and yet its not studied.

Of course every publisher is more interested in this theory of advertising than anything else. This fact, however, has led to a state of affairs that has wrough with a country newspapers have well high surpose. The country newspapers have well now have the extravagance of display and of "qualified proportion to the prices pand. There is sad accord or resonance of the prices pand. There is sad accord or resonance of the prices pand. There is sad accord or resonance of the prices pand. There is sad accord or resonance of the prices pand. There is a sad accordance of the prices pand. There is sad accordance of the prices and make the most important elements of populatiny. Put

form. A very large proportion of newspapers give up entirely too much space to advertising. Less space thus consumed, charged for what it is worth, and more devoted to should be systematically arranged into de-

vertising. Less space thus consumed, charged of what it is worth, and more devoted to reading matter will, in nine cases out of ten, result in greater money return than is now received. For no kind of advertisements except legal does the average country newspaper receive in the aggregate over one-half their actual value. If publishers would simply refuse to insert advertisements at prices below regular rates and would preserve a uniform price for what they have, they would not only maintain their dignity but in the end would get greater results. If a publisher would not only maintain their dignity but in the end would get greater results. If a publisher would get greater results in the end would get greater results. If a publisher feels that it is too large to justify him in appropriating so much space to reading he had better cut down its size than to let its columns grow up with the weeds of profiles advertising. Some of the brightest and most prosperous papers in Missouri to-day are of small size. Fertility of soil rather than extent of territory is what is wanted. Cultivate well what you have rather than waste yourself in acreage that is non-productive. Have your price and stick to it. If the patron leaves you and goes to your rival because he is lower, let him go. In a majority of cases he will return to you, finding that your better system of business makes your paper the cheapest in the end.

Why should hast an interest would hould be systematically mande up, and the partments, symmetrically made up on to missing the reading with the advertising. This is a hard thing to do in a local paper. But it is a trail injury to both the reading and this est event winds of news, and especially upon of missing the reading with the advertising. This is a hard thing to do in a local paper. The mande at thing to do in a local paper on inhange monious app

But while the local is primary, that editor makes a great mistake who neglects other features. I think it is a pertinent criticism that few editors set corresponding estimate upon all departments of their work. Some that few editors set corresponding estimate upon all departments of their work. Some self respect and follow the same rules recognized as legitimate in other branches of business. With the highest power in the same self respect and follow the same rules recognized as legitimate in other branches of business. With the highest power in the same self respect and follow the same rules recognized guide of intelligence and influence in every department, the source no less of news than of thought, why is it that so rarely we see a really mone, and others, still, care little what be source no less of news than of thought, why is it that a to rarely we see a really mone, and others, still, care little what be source no less of news than of thought, why is it that a to rarely we see a really mone and it in the thought and efforts why is it that a to rarely we see a really mone of the readers so that they succeed in the necessary wherewithal to buy bread for making newspaper? While millions are made annually in branches of business of his readers, and recognize the various comes of the readers so that the source no less of culture, thought, energy, business, sagacity and enterprise is not only especially in country localities filled with toilers eking out a hard and thriftes the witing, but is strew a with commercial wrecks from one end of the land to the other? Why is it that reference is so slightly made to the "fittle country newspapers are themselves chiefly to blame.

Take two newspapers in the same town! Do they, like other branches of business, had not the many kind things they and into the red wholly its of the same of the world will not revolved into the proposition for makind in the political situation in Europa ceaning estimate and intered in the political situation in Europa ceaning estimate the political situation in Europa ceaning the proposition that the world will intered a leave the whole when the same can unmark and advertisers into not the recognized the whole and advertisers into the necessary wherewit

food for the benefit of an endless variety of tastes.

Avoid long articles. Make everything short. Boil down. Get as much in as possible, but much depends upon the judgment shown in the selections. It requires more newspaper talent to determine what to leave out than what to put in. The more original matter there is the more freshness and force are given to the paper, provided, of course, it is incisive, direct and to the point.

A BRIGHT OUTLOOK. A BRIGHT OUTLOOK.

I believe that such are the extremes to which the large dailies have grown in the extent and detail of their news, so far beyond the capacity of the average man in the rush of modera business to read, and so far really beyond the necessities of statement, that there will be a growing demand for the weekly paper, with its synopsis of current events, its terse reports simply of such facts as are of real interest, and its general embodiment of the news of the day in such condensed and practicable form as to enable the busiest of men to grasp the news quickly without wading through columns of rubbish in order to get it. I am not of those who despair of the future of the local paper, but I believe that if kept within its sphere it is destined to greater success and wider favor than it has ever known.

The forceful feature of the newspaper is its relation to thought. Journalism—country journalism has become a profession. The time has passed when one-horse lawyers or school translation. school teachers can hope to sustain themselves or the town paper by writing for it, or can fall back upon it as a refuge from failure in other pursuits. Such is the advanced intelligence of the time, such the growth of journalism and its complex and arduous duties that only the best equipped talent can expect success in a field where competition is so sharp as to render triumph here an actual illustration of "the survival of the fittest."

The fewer outside responsibilities an editor takes upon himself the better for him. He cannot practice law, teach school, run the local politics, play base ball and edit a newspaper. All of his thought and energy are demanded by his business.

THE EDITOR.

the stand word attributed to be the standard of the standard o

I think a primal element of an editor should be liberality, or, if you prefer the term, non-personalism. He ought not to carry his private feuds into his columns, nor ought he to permit any one else to do so. He not only has no right to thrust his individual animosities, his likes or dislikes, upon the public, but it is a great source of weakness. When any one else wants to creep into his columns to vent personal malice he ought not to permit it, and if any communication is offered for publication, which reflects in any way upon men and measures the author should always be required to sign his name to it. No editor men and measures the author should always be required to sign his name to it. No editor should allow his columns to be used for the assassin-like purpose of venting personal spleen or traducing private character. Every journalist knows what it is, especially in political campaigns, to be appealed to, to publish communications of this nature, the blame of which is nearly always visited upon him instead of the author, who, nine times out of ten, never cares for it, and would not go out of his way to aid the editor even when involved in trouble on account of it. Let us away with all this sort of journalism.

The habit of retorting to every mean and envious fling, and of filling newspaper columns with spite and venom is quite a common and unnecessary practice of many newspapers. An editor is greatly mistaken if he thinks he is called upon to become ruffied and strike back at every smarler at his heels. Forbearance is stronger than demonstration, Abuse does not hurt an editor. It only show. and strike back at every snarier at his beels. Forbearance is stronger than demonstration. Abuse does not hurt an editor. It only shows he is hurting somebody clse, and a newspaper may conclude that it is upon a different sea than that of fortune when it finds itself sailing over unruffled waves.

INDEPENDENCE. If there is one element more than another If there is one element more than another ueeded in zountry journalism it is independence—independence of thought, independence of expression, independence of purse. I knew a gentleman who seriously contemplated calling his newspaper 'Nobody's Dog,' ife had the right idea. The great trouble with some newspapers I know—not in Missouri, however—is that they are not simply "somebody's dog," but "everybody's dog." And when their editors gather in public conclave—in other states—instead of empty and eloquent apostrophes to the freedom of the press it would not be a vain inquiry to ascertain the particular collars certain ones wear. The answer, if honest, I fear in more cases than one would be in the language of the local to the language of the language of the local to the language of the local to the language of the lan I am Billy Button's dog; Whose dog are you?

hope such editors will either go to beaven I hope such editors will either go to heaven while young, or move to Texas and never come to Missour.

I think an editor should have convictions, which is a good deal to have. Then he should be free to express them; but in addition, he should conduct the business affairs of his establishment so as to be absolutely independent of any individual or set of individuals. Either that, or he should quit the business. There is no use denying that the sheriff has his grip upon quite a large number of country

though unconsciously acknowledged by the very people who affect to despise it, always first soliciting its influence when any office or enterprise requiring favor of the public is wanted. Why then should it be a suppliant in any direction? For the simple reason that it does not avail itself of the power plainly at its command. Its editorial columns possess the possibility of controlling public sentiment, while its advertising columns open the avenue to pecuniary independence.

One of the first duties of the local press is to

And its next movement should be to give all the "Hons," and "Cols," a long and peaceful rest. Let us hope that there are some men yet living worthy to be honored with that dignified but almost obsolete title of "Mr." Let us return to that old-fashloned bubit of talling the truth of global results are interested. Let us return to that old-fashioned liabil of telling the truth, of giving people eredit only when they deserve it, and let us put an end to this everlasting puffery and snobbery.

If all the heroes of military distinction, all the rare and radiant belies of "heatiful and accomplished" type, all the "able and eloquent" orators and "brilliant" statesmen and patriots who crowd the columns of many country newspapers could be gathered into one company they would form an assemblage so distinguished as to cause Cromwell to turn over in his grave or make the era of Elizabeth

over in his grave or make theera of Elizabeth pale in this comparison.

Now, all this sort of thing, nine times out of ten resulting from the kindness of the gentle editor's heart, simply ruins the newspaper in public esteem, and causes it to provoke a smile of ridicule even from those who are kindly libeled in the puffs. The editor is excused on account of the amiable spirit of his lies, but at the same time in the estimate of the community he sinks into a well meaning, but harmless nobody.

But let him in the next issue after he has been soiling his conscience in one of those adulatory notices of an individual publish some gr.zzly and deserved truth about the same person, and he will hear from it before sundown. No class of people in the world say as many kind things and show as many evidences of goodness of heart, and yet it is the few harsh and not the many kind things they say that take hold of mankind in general. I have long sgo concluded that those persons who aspreciate puffs are a few choice spirits favored by both nature and grace, while those who grow furious at deserved truths are a legion that no man can number.

Now what I contend for is that the country

Mr. George William Cartis has well said that the paramount duty of the public press is honesty and purity. Truth and conscience are the legitimate arbiters of journalism. A newspaper just as much as an indvidual should have a character. To discriminate between the liberty of the press and the license of the press has been properly declared to be a primal duty of the journalist. The liberty of the press conceives its duty to be to defend public honor, to protect individual freedom, to encourage virtue and expose evil. The license of the press is simply an abuse of these privileges. To slander character, to give currency to sensationalism, to ruthlessly LIBERTY AND LICENSE. orts simply of such facts as are of the day in such condensed and form as to enable the busiest of the news quickly without wadcolumns of rubbish in order to not of those who despair of the local paper, but I believe that if its sphere it is destined to greated wider favor than it has ever

Opinion.

Opinion.

ful feature of the newspaper is to thought. Journalism—country has become a profession. The sed when one-horse lawyers or lers can hope to sustain them—

TRANSFERS OF REAL ESTATE. [Furnished weekly to the Intelligencer by Captain J. D. Conner, recorder of deeds of Latayette county, Mo.]

Lexington 2,259 00 Chris G. Caines and wife to Rowan Chris G. Caines and wife to Rowan
B. Taliaferro, part sw ne, 13, 48, 28..
Helen J. Shoemaker and husband
to Mary S. Taylor, lot 3, blk 1. Russell's 2d add to Odessa..
Mary S. Taylor and husband to J.
J. Bowman, lot 3, blk 1, Russell's 2d
add to Odessa.
Louis Octting et al, to Henry Deke
et al, nh flot 5, and held to the her et al, n hf lot 5, and s hf 4, bik P. Concordia Johnson and wife to Chas.

Tempel et al. 11 acres, n side ne nw, 6, 39, 25 Jas. W. Barton et al, to John Sanders, sw uw, and se nw, 35, 49, 27; An Indiana man employs his divorced wife as a servant girl; and now she'l gets four more nights out a week than

when she was his wife, and more spending money.